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DECEMBER 1987

Incentive Marketing

A BILL PUBLICATION

INCENTIVE TRAVEL

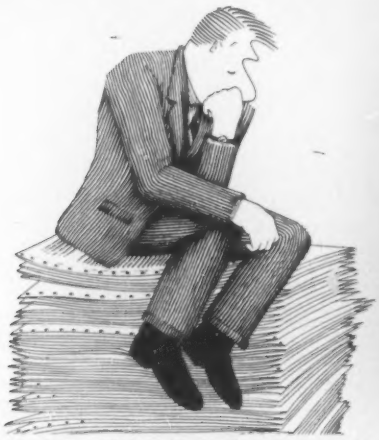
MONITORING EMPLOYEES:

When measurement goes too far

- FACTS survey of incentive practices
- How to undo a sweepstakes snafu
- Zayre's frequent-shopper plan: Will it fly?
- Selling a cause

INCENTIVE MARKETING

December 1987 83rd Year, Vol. 161, Number 12



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American business spent $14 billion on incentive programs of all kinds last year. This represented a substantial pickup from last year's low growth, thanks to the usual strong showing of sales motivation.

FACTS 1987

In terms of results reported by marketers, this was a strong year for incentive promotion. In terms of expenditures, there was more growth than in 1986 but only so-so progress compared with other recent years.

Incentive Marketing's 1987 survey estimates total incentive volume at $13.97 billion, about 6.3 percent ahead of last year's usage.

Consumer promotion yielded an average of 18.7 percent in sales gains, against 18.8 percent a year earlier. Users seeking retail display got more of their materials into the stores, and response to mail-in promotions was slightly better than in 1986. Spending was up 5.6 percent.

Dealer incentives brought exactly the same average sales increase as last year—18.4 percent. A preliminary survey made early in the year suggested an expansion of 6.2 percent in expenditures. The year-end tally showed some cooling of that early optimism, with final figures up just 4.5 percent. Participation was up slightly in merchandise-oriented programs, down a bit for travel offerings.

Sales incentives, which outran the rest of the field in expansion, delivered sales gains averaging 20.9 percent, the same as in 1986 campaigns. Expenditures rose 8.6 percent.

Among the industries tabulated, industrial chemicals wrote the largest percentage increase, up 11.5 percent. The second in expansion was petroleum products, one of the 10 largest user industries, adding an estimated 10.3 percent to its incentive budget this year. Another of the leading industries showing an advance well above the average was toiletries and cosmetics, up by 9.2 percent.

Distributors and wholesalers—not listed among the top 10 as a separate industry—budgeted 10.7 percent more this year for incentives.

At the other end of the scale, the sixth-ranked automobiles and trucks industry added only 1.8 percent to last year's incentive activity. Feed, fertilizer and farm supplies and hardware reduced their incentive investment this year. Three others showed estimates up less than 2 percent over last year: banks and savings and loan associations, farm equipment, and paper products and packaging.

Sales incentives have been contributing the largest growth in the field for four consecutive

years. That is the usual case when markets are depressed, erratic or just plain uncertain. The last year of double-digit increase in total incentive use was 1984, when activity rose 13.3 percent—after three years of slow expansion. Most consumer and dealer promotion that year rose between 11 and 12 percent. But sales incentives brought the total picture up with a 19.9-percent advance.

This year's sales incentive estimate of an 8.6-percent rise—compared with about 5.5 percent for the rest of the field—appears to demonstrate again that marketers seek to influence their sales and profits in the most predictable and relatively controllable area. Consumer and dealer promotion have not been abandoned, of course. But there is a greater emphasis on the selling process, and motivating the sales force is an important component of that.

There is evidence too of longer-term programming in sales incentives. The greater growth this year came in travel campaigns, up 10.7 percent; merchandise programs gained 7.9 percent. Since travel promotions are, on average, much longer than those featuring only merchandise, the figures point to fairly long-range planning rather than reactions to market situations, seasonal or otherwise.

In dealer incentives, the balance swings in favor of merchandise. Merchandise offerings to the trade were up by 5.2 percent, while incentive travel campaigns rose just 3.1 percent. This reverses a trend of the previous four years, when travel was expanding more than merchandise in dealer promotion.

In consumer premiums, expenditures for product promotion rose by 6.5 percent, a slight drop from the 7.1 percent forecast by a limited group early in the year, but a big advance over last year's 1.6-percent increase. Retail promotion was up 4.2 percent, after falling off 2.3 percent last year.

Trading stamps, which have been declining in recent years, took another dive in 1987, dropping 19.4 percent to an estimated $382 million. A substantial increase in other premiums at retail —like continuity promotions and tape-redemption plans in the supermarkets—took up much of the slack, so that we have a net gain in the total. Grocery retailers, however, increased only 2.4 percent while relying on other retail fields for a 6-percent expansion to make a respectable total.

Consumer spending has been credited in the past couple of years with sustaining minor economic growth. This seems to be reflected in the slow relative growth of consumer incentives—a seeming absence of pressure for hard sell at the consumer level.

Signs of a possible tightening in consumer purses—high credit levels and a low savings rate—failed to demand a stronger push. The stock-market crash dims the outlook for consumer spending since the bull market may have been the only strong support, and consumers may tighten up. The effect on promotional spending remains to be seen. ■

THE INCENTIVE FIELD AT A GLANCE *(All figures in thousands—"000" omitted)*

The first and second columns compare 1986 expenditures with 1987 expenditures. The "trade total" and "business gifts" numbers do not include expenditures by retailers; these expenditures are tabulated under "retail promotion." In the third column, 1987 retailer expenditures for trade incentives and business gifts are included in the trade and business gift totals; they no longer appear as retail promotion.

	1986 EXPENDITURES	% CHANGE	1987 EXPENDITURES	% CHANGE	1987 EXPENDITURES INCLUDING RETAIL
SALES INCENTIVES	$3,484,645	6.7	$3,784,395	8.6	$4,464,731
Merchandise	2,628,691	6.5	2,836,442	7.9	3,247,336
Travel	855,954	7.5	947,953	10.7	1,217,395
DEALER INCENTIVES	$2,346,799	5.3	$2,451,766	4.5	$2,538,066
Merchandise	1,532,474	5.2	1,612,521	5.2	1,660,814
Travel	814,325	5.6	839,245	3.1	877,252
MERCHANDISE TOTAL	$4,161,165	6.0	$4,448,963	6.9	$4,908,150
TRAVEL TOTAL	$1,670,279	6.5	$1,787,198	7.0	$2,094,647
TRADE TOTAL	$5,831,444	6.2	$6,236,161	6.9	$7,002,797
BUSINESS GIFTS	$1,211,722	2.7	$1,293,247	6.7	$1,486,945
CONSUMER PREMIUMS					
Product Promotion:	$3,685,931	1.6	$3,925,162	6.5	$3,925,162
• Mail-In Offers	1,864,186	2.0	1,988,071	6.6	1,988,071
• Direct Premiums	1,821,745	1.1	1,937,091	6.3	1,937,091
Retail Promotion:	$2,411,000	-2.3	$2,512,990	4.2	$1,552,656
• Sweepstakes, Games	Tabulated		185,946		185,946
• Direct, Trading Stamps	differently		1,366,710		1,366,710
• Trade Incentives, Gifts	in 1986		960,334		*
CONSUMER TOTAL	$6,096,931	—	$6,438,152	5.6	$5,477,818
TOTAL USAGE	**$13,140,097**	**2.9**	**$13,967,560**	**6.3**	**$13,967,560**

Consumer Premiums

Consumer promotion rebounds strongly after a flat 1986, thanks to a good showing by mail-in offers.

Consumer promotion executives, who seemed to use carbon copies of their 1985 budgets to develop 1986 premium programs, turned aggressive enough this year to increase incentive spending by 5.6 percent.

Product promoters—manufacturers, distributors and service marketers—increased their activity more, with an estimated advance of 6.5 percent to reach $3.93 billion. Just over half of that, $1.99 billion, went toward consumer mail-in offers, while $1.94 billion was spent on direct premium programs.

Retailers' promotion expenditures were up 4.2 percent this year, to total $2.51 billion. However, a change in IM's tabulation method shows that a considerable amount of that spending—$960 million—falls into the trade incentive and business gift categories.

Mail-in promotions—self-liquidators, free offers and sweepstakes—were up 6.6 percent. Direct premiums, including factory-packs and coupon plans, rose 6.3 percent.

Here is how retail promotion breaks down in the latest surveys, in thousands:

Consumer premiums..... $1,552,656
Sales incentives
—merchandise....$410,894
—travel $269,442
Business gifts $193,698
Dealer incentives
—merchandise.....$48,293
—travel..... $38,007

The dealer expenditures are, at first glance, surprising in a retailer promotion report. These are mainly entered by firms offering incentives to franchisees, or to management of chain units. What might be more surprising is the relatively small amount spent for consumer incentives by retailers. Only in supermarkets is such promotion a major factor; they account for about 77 percent of expenditures.

Results of consumer promotion efforts were close to those reported a year earlier. In terms of sales-volume increases, marketers achieved an average of 18.7 percent.

Many large users find point-of-sale display to be a key indicator for success. In 1987, marketers achieved a 38-percent gain in display use during promotions, compared with a 32-percent average last year. And consumer response to mail-in offers improved this year in most media.

Though the smallest of the mail-in varieties, sweepstakes and contests (up 16 percent) outpaced both free offers (up 8.1 percent) and self-liquidators (up 3.9 percent) in growth. Factory-packs (up 9.5 percent) surpassed the growth rate of other direct premiums (up 6.9 percent), while coupon plans (up 0.6 percent) almost stood still. Here are the totals for the six categories of product promotion, in thousands:

Mail-in offers
Self-liquidators ..$1,147,556
Free mail-ins.....$557,423
Sweepstakes & contests $283,092
Direct premiums
Direct with purchase $1,023,066
Factory-packs.... $545,648
Coupon plan $368,377

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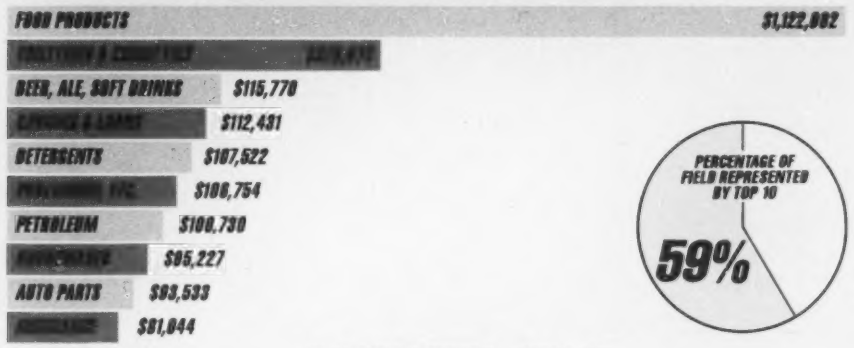
INCENTIVE USAGE BY INDUSTRY

(All figures in thousands — "000" omitted)

INDUSTRY	EXPENDITURES	% CHANGE
Food Products	$1,499,291	+ 5.5%
Toiletries & Cosmetics	871,065	+ 9.2
Auto Parts, Tires, Accessories	751,611	+ 8.3
Insurance	622,454	+ 6.5
Electronics, Radio & TV	461,711	+ 7.9
Automobiles & Trucks	407,238	+ 1.8
Building Materials	318,577	+ 8.7
Petroleum Products	288,534	+10.3
Office Equipment	279,170	+ 5.2
Heating & Air Conditioning	276,584	+ 6.5
Publishers, Printers, Broadcasters	274,948	+ 8.8
Beer, Ale, Soft Drinks	219,177	+ 7.4
Detergents & Cleansers	213,748	+ 5.3
Electric Appliances	207,654	+ 3.4
Banks, Savings & Loan	205,292	+ 0.6
Housewares & Home Furnishings	202,278	+ 8.8
Farm Equipment	202,065	+ 1.4
Feed, Fertilizer, Farm Supplies	195,945	- 6.2
Pharmaceuticals	181,841	+ 5.2
Machinery & Supplies	143,161	+ 3.1
Electrical & Lighting Equipment	127,305	+ 9.2
Industrial Chemicals	109,051	+11.5
Furniture & Floor Coverings	88,042	+ 8.8
Paper Products & Packaging	81,078	+ 0.3
Paints & Varnishes	64,658	+ 6.0
Apparel	56,862	+ 7.3
Sporting Goods & Toys	53,084	+ 7.7
Hardware	31,724	- 3.6
Public Utilities	26,001	+ 4.2
Miscellaneous Manufactures	767,218	Not
Miscellaneous Services	876,275	available
Distributors & Wholesalers	1,350,928	+10.7
Retailers	2,512,990	+ 4.2

TOP 10 CONSUMER PREMIUM USERS (1987)



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Among the 10 top industries in consumer promotion, beer/ale and soft drinks and petroleum products moved ahead, while banks and savings/loan associations and housewares and home furnishings slipped a notch.

Among all industries, three increased their consumer premium usage by 9 percent or more: petroleum products; auto parts, tires and accessories, and electric appliances.

Three other fields curtailed consumer promotion this year: feed, fertilizer and farm supplies; banks and savings/loan associations, and hardware.

Change from 1986 to 1987 was as follows:

Apparel ..... **+1.9%**
Auto parts, tires & accessories ..... **+12.3%**
Automobiles & trucks ..... **+6.7%**
Banks and savings & loan ..... **-4.8%**
Beer, ale & soft drinks ..... **+7.1%**
Building materials ..... **+3.5%**
Detergents & cleansers ..... **+8.1%**
Electric appliances ..... **+9.0%**
Electrical & lighting equipment ..... **+5.6%**
Electronics, radio & TV ..... **+3.8%**
Farm equipment ..... **+3.3%**
Feed, fertilizer & farm supplies ..... **-11.7%**
Food products ..... **+7.0%**
Furniture & floor coverings ..... **+4.9%**
Hardware ..... **-4.4%**
Heating & air conditioning ..... **+6.2%**
Housewares & home furnishings ..... **+5.9%**
Industrial chemicals ..... **+8.1%**
Insurance ..... **—**
Machinery & supplies ..... **+5.9%**
Office equipment ..... **+7.5%**
Paints & varnishes ..... **+3.1%**
Paper products & packaging ..... **+0.3%**
Petroleum products ..... **+13.3%**
Pharmaceuticals ..... **+3.9%**
Public utilities ..... **+4.6%**
Publishers, printers & broadcasters ..... **+7.6%**
Sporting goods & toys ..... **+6.6%**
Toiletries ..... **+8.3%**
Distributors & wholesalers ..... **+10.5%**

As for retailers, supermarkets increased their promotion expenditures by only 2.4 percent, for a total of $1.2 billion this year. Activity among other retailers increased approximately 6 percent.

Much responsibility for the small advance in the grocery field lies with trading stamp usage, which declined substantially. Stamp volume this year is estimated at $382 million, with about 90 percent through supermarkets. Replacing much of that have been increases in continuity promotions, games and sweepstakes, and tape-redemption plans. ■

Sales Incentives

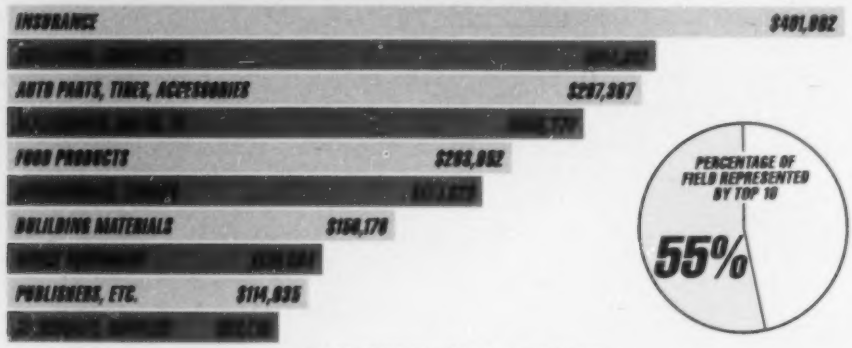
The recent trend is toward increased reliance on sales motivation during uneasy economic periods.

Sales motivation is in the forefront of incentive usage for the fourth consecutive year. This year's expenditures total $3.78 billion, up 8.6 percent. The effectiveness of sales-force campaigns remained strong, with average sales increases of 20.9 percent attributed to the promotion.

Sales incentives' share of total spending has been inching up since 1984. Increased reliance on sales motivation usually goes with an uneasy economy in which overall trends are unclear and some markets may falter. The opportunity to control the sales incentive campaign is greater than with dealer and consumer promotions —a comforting fact for many marketers. Almost any desired sales purpose can be served by motivating the salespeople, in concert with promotion at other levels or independently.

There is some evidence that users applied sales incentives more selectively this year. Of 10

TOP SALES INCENTIVE USERS (1987)



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objectives listed in the survey, the catchall "increase overall volume" never before averaged below a 72-percent response. This year's respondents picked that as a target in only 59 percent of cases. Other popular responses are "introduce new product" and "sell new accounts."

Results did cost a little more in 1987. The average cost, as a share of incremental sales, was 12 percent, a point higher than the previous year. Much of the increase can be traced to a large increase in the cost of the average incentive trip—$2095, up about 35 percent from 1986. The effect of this may have weighed more heavily because travel outpaced merchandise awards in this year's usage.

Travel programs were up 10.7 percent to total $948 million. Merchandise expenditures rose 7.9 percent to $2.84 billion.

The qualification rate held steady at 40 percent, with 49 percent earning merchandise and 29 percent reaching travel goals.

The 10 industries that dominate the sales motivation field have not changed this year, although there was a minor reshuffling. While food products stood still, electronics, radio and television jumped ahead by adding 10.9 percent in expenditures.

Five of the top 10 increased sales incentive spending by percentages well above the average, ranging from 9.7 percent for auto parts, tires and accessories to 13.5 percent for toiletries and cosmetics. The largest increase this year was reported by the apparel industry.

One of the top 10, machinery and supplies, reduced spending by 0.5 percent. The only other budget-cutter was hardware, off 8.6 percent.

Here is how all the industries stacked up in this year's estimates:

Apparel ..... **+21.4%**
Auto parts, tires & accessories ..... **+9.7%**
Automobiles & trucks ..... **+1.8%**
Banks, savings/loan ... **+10.2%**
Beer, ale & soft drinks ..... **+10.0%**
Building materials .... **+10.7%**
Detergents & cleansers ..... **+1.4%**
Electric appliances ... **+1.3%**
Electrical & lighting equipment ..... **+5.0%**
Electronics, radio & TV ..... **+10.9%**
Farm equipment ..... **+5.6%**
Feed, fertilizer & farm supplies .... **+2.7%**
Food products ..... **+0.6%**
Furniture & floor coverings ..... **+9.1%**
Hardware ..... **-8.6%**
Heating & air conditioning .... **+5.2%**
Housewares & home furnishings ... **+15.9%**
Industrial chemicals .. **+10.7%**
Insurance ..... **+8.3%**
Machinery & supplies ..... **-0.5%**
Office equipment ..... **+1.1%**
Paints & varnishes .... **+4.4%**
Paper products & packaging ..... **+0.7%**
Petroleum products ... **+6.0%**
Pharmaceuticals ..... **+2.9%**
Public utilities ..... **+5.0%**
Publishers, printers & broadcasters ..... **+11.7%**
Sporting goods & toys ..... **+12.3%**
Toiletries & cosmetics ..... **+13.5%**
Distributors & wholesalers ..... **+9.9%**

Some of these industries showed very small growth in total promotion spending but increased sales incentives significantly. ■

Dealer Incentives

Expenditures for dealer motivation grew a bit in 1987 but paled in comparison to sales and consumer spending.

Dealer motivation programs grew less than sales incentives and consumer promotion this year. IM's survey estimates dealer incentive expenditures at $2.45 billion, just 4.5 percent more than last year. Respondents showed neither significant budget reductions nor many major increases—just a continuation of previous levels of activity with minor increases in cost.

Such cost increases did not have a measurable effect on the average

bottom line: The median program cost remained at 10 percent of incremental sales, a level it has held for four years. The average sales increase achieved during dealer incentive promotions was 18.4 percent, precisely the same as a year ago.

The final measure of effectiveness is how many people were motivated enough to qualify for awards. This year's results compare favorably with recent years. Fifty-eight percent earned merchandise awards, one point more than in 1986. Travel qualification slipped slightly to 46 percent from 49 percent. The overall average is a fraction over 50 percent.

Industry results ranged from a 14.9-percent increase in dealer promotion spending by the electrical and lighting equipment category to a 6.1-percent reduction by feed, fertilizer and farm supplies. In both cases, the up and down extremes were in merchandise spending; both industries held travel expenditures near the middle of the scale.

Six other industries increased dealer promotion spending by 10 percent or more: beer, ale and soft drinks; industrial chemicals; machinery and supplies; office equipment; petroleum products, and pharmaceuticals.

Three other industries decreased dealer promotion spending: farm equipment; paper products and packaging, and banks and savings and loan associations.

Here are percentage changes in expenditures for 1987 compared with 1986 for all industries:

Apparel ..... **+1.4%**
Auto parts, tires & accessories ..... **+4.4%**
Automobiles & trucks ..... **+1.8%**
Banks and savings & loan ..... **-3.6%**
Beer, ale & soft drinks ..... **+10.7%**
Building materials ..... **+2.3%**
Detergents & cleansers ..... **+4.2%**
Electric appliances ..... **+3.0%**
Electrical & lighting equipment ..... **+14.9%**
Electronics, radio & TV ..... **+4.6%**
Farm equipment ..... **-0.3%**
Feed, fertilizer & farm supplies ..... **-6.1%**
Food products ..... **+2.1%**
Furniture & floor coverings ..... **+8.8%**
Hardware ..... **+2.7%**
Heating & air conditioning ..... **+4.1%**
Housewares & home furnishings ..... **+9.7%**
Industrial chemicals ..... **+13.9%**
Insurance ..... **+8.1%**
Machinery & supplies ..... **+12.5%**
Office equipment ..... **+12.6%**
Paints & varnishes ..... **+9.8%**
Paper products & packaging ..... **-2.2%**
Petroleum products ..... **+11.8%**
Pharmaceuticals ..... **+10.3%**
Public utilities ..... **+3.7%**
Publishers, printers & broadcasters ..... **+7.6%**
Sporting goods & toys ..... **+4.4%**
Toiletries & cosmetics ..... **+2.0%**
Distributors & wholesalers ..... **+12.9%**

The top 10 user industries remain the same as last year, but there was a bit of turbulence in positioning among them. Electronics, radio and television, food products and petroleum products all moved up, while automobiles and trucks, farm equipment and building materials slipped. ■

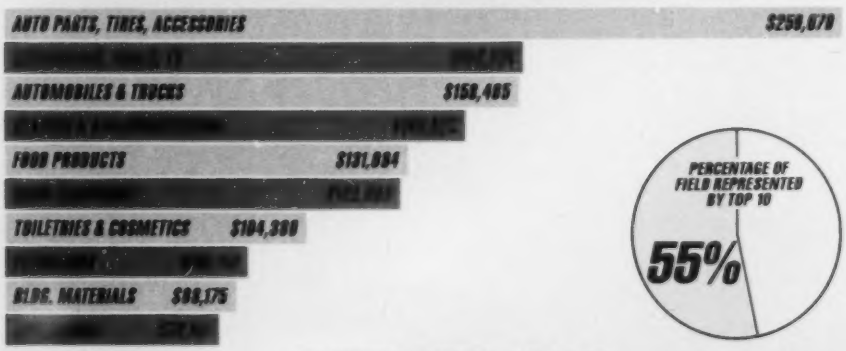
Incentive Travel

Sales-force expenditures ran well ahead of dealer travel this year, with the average trip costing more than $2,000 per winning salesperson.

Incentive travel for salespeople jumped ahead at a 10.7-percent growth rate this year, while dealer travel programs grew only 3.1 percent over 1986 expenditures.

The average sales incentive trip this year cost an average of $2,095 per winner, with the per-person travel cost at $1,404. In contrast, the dealer incentive survey showed travel costs of $1,797 per winner and $1,113 per person. The median cost per winner is $2,000 per

TOP 10 DEALER INCENTIVE USERS (1987)



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TOP 10 INCENTIVE TRAVEL USERS (1987)

ALL FIGURES IN THOUSANDS—"000" OMITTED

salesperson, up from $1,500 a year ago, and $1,500 per dealer, down from $1,700.

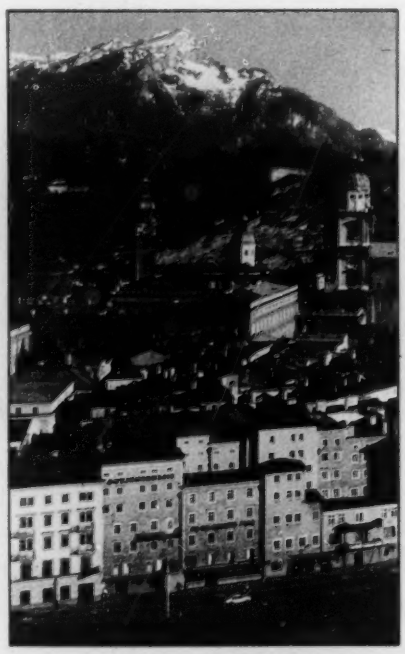
Despite fluctuating unit cost, overall program costs and results both improved. The portion of incremental sales devoted to the incentive program eased a bit from last year's 11.5 percent to the 1987 average of 10.7. Sales increases achieved through incentive programs averaged 20.8 percent, up from 17.8 percent a year ago.

Participation dropped only slightly to 34 percent of eligible people from 36 percent. The average number of travelers in group trips slipped from 157 to 142.

Total travel expenditures are up 7 percent, compared with 6.5 percent a year ago. This brings the comparative total to $1.79 billion. However, there is a new element in this year's reports: a fairly large amount of previously hidden travel expenditure by retailers. Retail incentive spending in previous years was reported as a single estimate, not separated by promotion type. This year, we can separate retailers' trade incentive usage from their consumer promotion—including $307.5 million spent on incentive travel. This brings the total of identifiable travel expenditures to approximately $2.1 billion.

The largest user of incentive travel, the insurance industry, spent 10.4 percent more this year. That growth added over $24 million to the total. A small user, the apparel industry, boosted travel budgets by the largest percentage —23.4.

Four industries reduced their incentive travel spending this year:



banks and savings/loan associations, farm equipment, hardware and public utilities.

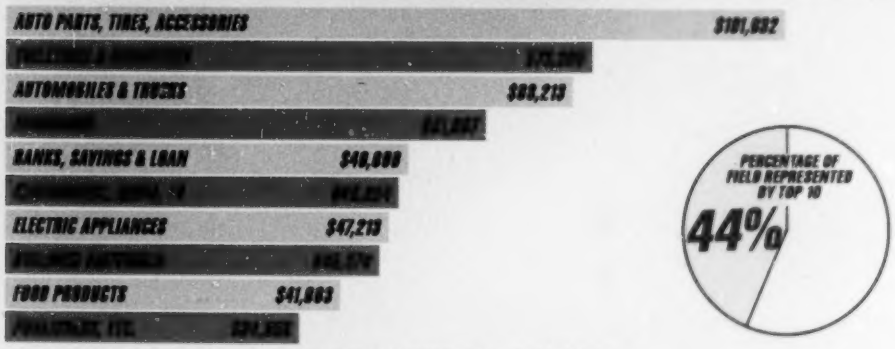
Among the top 10 in travel expenditure, office equipment and building materials moved up, while farm equipment and electric appliances slipped.

Here is how the industries changed their travel spending in 1987:

Apparel.....+23.4%
Auto parts, tires & accessories.....+5.8%
Automobiles & trucks.....+2.2%
Banks, savings & loan.....-0.6%
Beer, ale & soft drinks.....+4.3%
Building materials.....+8.6%
Detergents & cleansers.....+2.3%
Electric appliances....+0.8%
Electrical & lighting equipment.....+5.5%
Electronics, radio & TV.....+5.2%
Farm equipment.....-1.2%
Feed, fertilizer & farm supplies.....+8.2%
Food products.....+4.6%
Furniture & floor coverings.....+4.4%
Hardware.....-1.4%
Heating & air conditioning.....+8.3%
Housewares & home furnishings....+4.4%
Industrial chemicals.....+0.8%
Insurance.....+10.4%
Machinery & supplies.....+6.4%
Office equipment.....+3.9%
Paints & varnishes.....+4.7%
Paper products & packaging.....+1.6%
Petroleum products....+5.6%
Pharmaceuticals.....+9.4%
Public utilities.....-2.0%
Publishers, printers & broadcasters.....+3.3%
Sporting goods & toys.....+6.9%
Toiletries & cosmetics.....+4.6%
Distributors & wholesalers.....+10.8%

A return to the double-digit expansion of 1984 and 1985 may have to wait for a settling of the economic climate that would make long-term promotion planning a little less uncertain. ■

TOP 10 BUSINESS GIFT USERS (1987)



ALL FIGURES IN THOUSANDS—"000" OMITTED

Business Gifts

Executives reluctantly increase spending.

They said they did not want to do it, but surveyed executives increased their spending for business gifts by 6.7 percent this year over 1986 levels. Early in the year, respondents said they would raise their budgets only-3.2 percent, and 35 percent said they were making special efforts to hold down gift costs.

In spite of the effort, executives expected to spend an average of $56.14 per gift, up from $41.89 a year ago. The median cost rose to $20 from $18. The new estimates bring the year's gift total to $1.29 billion.

Five industries with larger-than-average increases carried most of the load, as many more industry groups fell below the average growth rate. The big gainers in gift purchases included two of the 10 top user industries: Building materials expanded its gift buying by 20 percent, and

Circle No. 121 on Buyer Action Card

electronics, radio & TV added 10.9 percent to last year's spending level.

The largest expansion in business gifts was in the heating and air conditioning industry, where spending was up 27.9 percent. Other aggressive givers were furniture and floor coverings, up 13.2 percent, and industrial chemicals, up 10.4 percent.

On the down side, three groups decreased expenditures this year. Beer, ale and soft drinks was the most tightfisted industry, cutting back gift usage by 12 percent. Feed, fertilizer and farm supply companies declined 9.9 percent, and hardware manufacturers pared 4.7 percent off last year's budgets.

The trend away from concentration on Christmas as the dominant time for giving has been going on for several years. In the past, 80 to 85 percent of all gifts were given during the holiday season. Last year, only 67 percent of the executives told us that Christmas was the preferred gift occasion and 40 percent checked the catchall—"other" occasions. This year's survey showed 70 percent voting for Christmas as the primary gift-giving time and 48 percent at other times. ■

MANUFACTURING INDUSTRIES	EXPENDITURES 1987		EXPENDITURES 1986	
APPAREL	**$56,862,000**	**+7.3%**	**$53,001,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 14,580,000	+21.1%	$ 12,040,000	- 1.4%
Travel	$ 3,803,000	+22.4%	$ 3,107,000	+ 2.0%
Dealer Merchandise	$ 8,123,000	+ 0.1%	$ 8,115,000	+ 0.4%
Travel	$ 429,000	+33.2%	$ 322,000	+ 3.9%
BUSINESS GIFTS	$ 10,326,000	+ 1.5%	$ 10,173,000	+ 4.0%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 8,547,000	+ 3.8%	$ 8,234,000	-25.1%
Other Premiums	$ 11,054,000	+ 0.4%	$ 11,010,000	-22.9%
AUTO PARTS, TIRES, ACCESSORIES	**$751,611,000**	**+8.3%**	**$694,165,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 207,409,000	+10.2%	$ 188,211,000	- 1.2%
Travel	$ 89,958,000	+ 8.5%	$ 82,881,000	- 0.6%
Dealer Merchandise	$ 194,776,000	+ 6.9%	$ 182,204,000	- 5.7%
Travel	$ 64,303,000	+ 2.1%	$ 62,980,000	- 1.3%
BUSINESS GIFTS	$ 101,632,000	+ 7.4%	$ 94,629,000	- 1.3%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 70,250,000	+16.2%	$ 60,456,000	-13.5%
Other Premiums	$ 23,283,000	+ 2.1%	$ 22,804,000	-20.3%
AUTOMOBILES & TRUCKS	**$407,238,000**	**+1.8%**	**$399,961,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 151,854,000	+1.9%	$ 149,023,000	+ 1.5%
Travel	$ 25,969,000	+1.4%	$ 25,610,000	- 6.3%
Dealer Merchandise	$ 47,287,000	+0.5%	$ 47,052,000	-11.2%
Travel	$ 111,178,000	+2.4%	$ 108,572,000	+ 1.1%
BUSINESS GIFTS	$ 68,213,000	+1.6%	$ 67,139,000	- 5.7%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 1,352,000	+6.3%	$ 1,272,000	-50.7%
Other Premiums	$ 1,385,000	+7.1%	$ 1,293,000	-55.0%
BEER, ALE & SOFT DRINKS	**$219,177,000**	**+7.4%**	**$204,036,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 50,597,000	+12.1%	$ 45,136,000	+2.8%
Travel	$ 12,244,000	+ 2.2%	$ 11,980,000	+5.8%
Dealer Merchandise	$ 25,306,000	+11.1%	$ 22,778,000	+8.0%
Travel	$ 5,748,000	+ 9.1%	$ 5,269,000	+7.9%
BUSINESS GIFTS	$ 9,512,000	-12.0%	$ 10,809,000	+8.9%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 69,739,000	+10.5%	$ 63,112,000	+3.8%
Other Premiums	$ 46,031,000	+ 2.4%	$ 44,952,000	+3.0%

	EXPENDITURES 1987		EXPENDITURES 1986	
BUILDING MATERIALS	**$318,577,000**	**+8.7%**	**$293,210,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 115,736,000	+11.7%	$ 103,613,000	+20.3%
Travel	$ 34,440,000	+ 7.6%	$ 32,007,000	+22.7%
Dealer Merchandise	$ 59,056,000	- 1.0%	$ 59,653,000	+17.2%
Travel	$ 29,119,000	+ 9.8%	$ 26,520,000	+17.7%
BUSINESS GIFTS	$ 45,870,000	+20.0%	$ 38,217,000	+ 7.9%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 13,224,000	+ 9.2%	$ 12,110,000	-42.5%
Other Premiums	$ 21,132,000	+ 0.2%	$ 21,090,000	-38.2%
DETERGENTS & CLEANSERS	**$213,748,000**	**+5.3%**	**$203,026,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 64,419,000	+1.4%	$ 63,530,000	+ 4.6%
Travel	$ 2,926,000	+1.9%	$ 2,871,000	+ 4.4%
Dealer Merchandise	$ 29,827,000	+4.2%	$ 28,625,,000	+ 9.4%
Travel	$ 601,000	+4.2%	$ 577,000	+14.5%
BUSINESS GIFTS	$ 8,453,000	+6.7%	$ 7,922,000	+10.2%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 69,315,000	+9.0%	$ 63,592,000	+ 3.2%
Other Premiums	$ 38,207,000	+6.4%	$ 35,909,000	+ 5.5%
ELECTRIC APPLIANCES	**$207,654,000**	**+3.4%**	**$200,828,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 30,273,000	+ 0.7%	$ 30,063,000	+19.8%
Travel	$ 13,614,000	+ 2.6%	$ 13,269,000	+14.2%
Dealer Merchandise	$ 31,143,000	+ 7.5%	$ 26,970,000	+14.4%
Travel	$ 48,048,000	+ 0.3%	$ 47,904,000	+ 6.3%
BUSINESS GIFTS	$ 47,213,000	+ 1.9%	$ 46,333,000	+ 6.2%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 20,907,000	+13.5%	$ 18,420,000	+ 7.7%
Other Premiums	$ 16,456,000	+ 3.7%	$ 15,869,000	+20.9%
ELECTRICAL & LIGHTING EQUIPMENT	**$127,305,000**	**+9.2%**	**$116,550,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 20,159,000	+ 5.2%	$ 19,163,000	+11.2%
Travel	$ 9,347,000	+ 4.7%	$ 8,927,000	+ 6.1%
Dealer Merchandise	$ 42,249,000	+18.1%	$ 35,774,000	+ 8.1%
Travel	$ 13,582,000	+ 6.0%	$ 12,813,000	+14.3%
BUSINESS GIFTS	$ 28,622,000	+ 5.1%	$ 27,233,000	+ 8.5%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 5,628,000	+ 0.3%	$ 5,611,000	-12.7%
Other Premiums	$ 7,718,000	+ 9.8%	$ 7,029,000	-11.9%
ELECTRONICS, RADIO & TV	**$461,711,000**	**+7.9%**	**$427,853,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 150,179,000	+10.1%	$ 136,402,000	+6.0%
Travel	$ 55,594,000	+13.2%	$ 49,111,000	+6.8%
Dealer Merchandise	$ 52,748,000	+11.4%	$ 47,350,000	+7.9%
Travel	$ 109,576,000	+ 1.6%	$ 107,850,000	+1.7%
BUSINESS GIFTS	$ 49,354,000	+10.9%	$ 44,503,000	+5.8%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 16,982,000	+ 2.1%	$ 16,633,000	+4.2%
Other Premiums	$ 27,278,000	+ 4.9%	$ 26,004,000	+2.6%

	EXPENDITURES 1987		EXPENDITURES 1986	
FARM EQUIPMENT	**$202,065,000**	**+1.4%**	**$199,321,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 26,290,000	+8.1%	$ 24,320,000	–16.0%
Travel	$ 25,439,000	+3.2%	$ 24,649,000	–12.0%
Dealer Merchandise	$ 72,634,000	+2.0%	$ 71,210,000	–13.3%
Travel	$ 56,061,000	–3.1%	$ 57,854,000	– 9.4%
BUSINESS GIFTS	$ 13,108,000	+0.6%	$ 13,027,000	–18.6%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 4,216,000	+4.1%	$ 4,050,000	–26.6%
Other Premiums	$ 4,317,000	+2.5%	$ 4,211,000	–30.8%
FEED, FERTILIZER & FARM SUPPLIES	**$195,945,000**	**–6.2%**	**$208,837,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 34,147,000	– 0.6%	$ 34,353,000	+ 8.4%
Travel	$ 16,345,000	+10.3%	$ 14,819,000	+12.1%
Dealer Merchandise	$ 45,905,000	–11.8%	$ 52,046,000	+ 8.2%
Travel	$ 24,352,000	+ 6.9%	$ 22,780,000	+ 7.8%
BUSINESS GIFTS	$ 13,405,000	– 9.9%	$ 14,886,000	+ 3.2%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 18,475,000	+ 9.1%	$ 16,934,000	– 2.8%
Other Premiums	$ 43,316,000	–18.3%	$ 53,019,000	– 2.0%
FOOD PRODUCTS	**$1,499,291,000**	**+5.5%**	**$1,421,563,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 173,028,000	+ 0.5%	$ 172,167,000	+32.2%
Travel	$ 30,824,000	+ 1.1%	$ 30,489,000	+26.8%
Dealer Merchandise	$ 120,717,000	+ 1.0%	$ 119,522,000	+24.8%
Travel	$ 10,367,000	+16.4%	$ 8,906,000	+11.1%
BUSINESS GIFTS	$ 41,663,000	+ 1.0%	$ 41,250,000	+10.9%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 605,829,000	+ 6.0%	$ 571,537,000	+ 3.7%
Other Premiums	$ 516,863,000	+ 8.2%	$ 477,692,000	+ 5.5%
FURNITURE & FLOOR COVERINGS	**$88,042,000**	**+8.8%**	**$80,957,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 14,474,000	+10.0%	$ 13,158,000	– 6.8%
Travel	$ 3,911,000	+ 5.9%	$ 3,693,000	–11.7%
Dealer Merchandise	$ 35,520,000	+11.2%	$ 31,942,000	– 4.1%
Travel	$ 17,494,000	+ 4.1%	$ 16,805,000	– 5.9%
BUSINESS GIFTS	$ 7,288,000	+13.2%	$ 6,438,000	– 6.5%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 5,422,000	+ 3.9%	$ 5,218,000	–25.6%
Other Premiums	$ 3,933,000	+ 6.2%	$ 3,703,000	–20.1%
HARDWARE	**$31,724,000**	**–3.6%**	**$32,923,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 7,904,000	– 9.2%	$ 8,705,000	+ 0.8%
Travel	$ 2,191,000	– 6.4%	$ 2,341,000	+ 5.1%
Dealer Merchandise	$ 9,413,000	+ 1.8%	$ 9,247,000	+ 1.7%
Travel	$ 998,000	+11.9%	$ 892,000	+ 3.6%
BUSINESS GIFTS	$ 2,226,000	– 4.7%	$ 2,336,000	– 3.1%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 4,874,000	– 6.5%	$ 5,213,000	– 8.4%
Other Premiums	$ 4,118,000	– 1.7%	$ 4,189,000	–11.1%

	EXPENDITURES 1987		EXPENDITURES 1986	
HEATING & AIR CONDITIONING	**$276,584,000**	**+6.5%**	**$259,679,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 34,962,000	+ 1.9%	$ 34,310,000	+ 7.5%
Travel	$ 49,568,000	+ 7.7%	$ 46,016,000	+ 6.7%
Dealer Merchandise	$ 88,212,000	+ 1.2%	$ 87,173,000	+11.1%
Travel	$ 57,311,000	+ 8.8%	$ 52,676,000	+12.0%
BUSINESS GIFTS	$ 26,937,000	+27.9%	$ 21,061,000	+16.2%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 6,725,000	+ 8.3%	$ 6,210,000	+ 5.9%
Other Premiums	$ 12,869,000	+ 5.2%	$ 12,233,000	+17.4%
HOUSEWARES & HOME FURNISHINGS	**$202,278,000**	**+8.8%**	**$185,838,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 51,826,000	+18.2%	$ 43,846,000	- 8.9%
Travel	$ 7,698,000	+ 2.3%	$ 7,525,000	-18.9%
Dealer Merchandise	$ 23,474,000	+10.4%	$ 21,263,000	-14.9%
Travel	$ 6,564,000	+ 6.9%	$ 6,140,000	- 9.5%
BUSINESS GIFTS	$ 17,489,000	+ 2.1%	$ 17,129,000	- 3.7%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 6,239,000	+ 7.1%	$ 5,825,000	- 6.2%
Other Premiums	$ 88,988,000	+ 5.8%	$ 84,110,000	- 5.1%
INDUSTRIAL CHEMICALS	**$109,051,000**	**+11.5%**	**$97,782,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 19,083,000	+15.2%	$ 16,565,000	+ 3.9%
Travel	$ 6,428,000	- 0.7%	$ 6,473,000	+ 5.8%
Dealer Merchandise	$ 38,469,000	+16.5%	$ 33,021,000	+ 3.6%
Travel	$ 7,357,000	+ 2.1%	$ 7,206,000	+ 3.2%
BUSINESS GIFTS	$ 19,257,000	+10.4%	$ 17,443,000	- 3.7%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 4,564,000	+15.4%	$ 3,955,000	-10.0%
Other Premiums	$ 13,893,000	+ 5.9%	$ 13,119,000	-13.1%
MACHINERY & SUPPLIES	**$143,161,000**	**+3.1%**	**$138,859,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 59,171,000	- 2.4%	$ 60,626,000	+12.7%
Travel	$ 28,039,000	+ 3.8%	$ 27,013,000	+ 5.0%
Dealer Merchandise	$ 8,396,000	+11.5%	$ 7,530,000	+15.5%
Travel	$ 11,927,000	+13.2%	$ 10,536,000	+50.0%
BUSINESS GIFTS	$ 23,184,000	+ 8.3%	$ 21,407,000	+ 5.9%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 7,023,000	+ 6.2%	$ 6,618,000	+ 6.9%
Other Premiums	$ 5,416,000	+ 5.6%	$ 5,129,000	+ 9.4%
OFFICE EQUIPMENT	**$279,170,000**	**+5.2%**	**$265,418,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 55,974,000	+ 0.9%	$ 55,475,000	+13.0%
Travel	$ 64,110,000	+ 1.2%	$ 63,350,000	+12.7%
Dealer Merchandise	$ 31,525,000	+11.9%	$ 28,173,000	+16.4%
Travel	$ 19,793,000	+13.8%	$ 17,393,000	+12.9%
BUSINESS GIFTS	$ 29,794,000	+ 4.5%	$ 28,511,000	+ 6.1%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 10,591,000	+ 4.6%	$ 10,125,000	- 8.0%
Other Premiums	$ 67,382,000	+ 8.0%	$ 62,391,000	- 5.9%

	EXPENDITURES 1987		EXPENDITURES 1986	
PAINTS & VARNISHES	**$64,658,000**	**+6.0%**	**$60,972,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 15,523,000	+ 4.0%	$ 14,926,000	+12.9%
Travel	$ 4,941,000	+ 5.8%	$ 4,670,000	+11.0%
Dealer Merchandise	$ 12,457,000	+15.0%	$ 10,832,000	+19.1%
Travel	$ 10,469,000	+ 4.2%	$ 10,047,000	+11.4%
BUSINESS GIFTS	$ 2,562,000	+ 8.8%	$ 2,355,000	+11.5%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 12,999,000	+ 2.9%	$ 12,633,000	+10.7%
Other Premiums	$ 5,707,000	+ 3.6%	$ 5,509,000	+ 8.2%
PAPER PRODUCTS & PACKAGING	**$81,078,000**	**+0.3%**	**$80,871,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 10,715,000	+0.3%	$ 10,683,000	+12.6%
Travel	$ 10,233,000	+1.1%	$ 10,122,000	+ 9.0%
Dealer Merchandise	$ 10,318,000	–4.5%	$ 10,804,000	+12.4%
Travel	$ 4,951,000	+2.8%	$ 4,816,000	+ 9.5%
BUSINESS GIFTS	$ 12,005,000	+2.8%	$ 11,678,000	+ 7.3%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 18,305,000	+0.4%	$ 18,232,000	+ 7.2%
Other Premiums	$ 14,551,000	+0.1%	$ 14,536,000	+ 6.6%
PETROLEUM PRODUCTS	**$288,534,000**	**+10.3%**	**$261,618,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 60,343,000	+ 5.4%	$ 57,251,000	+ 3.3%
Travel	$ 16,043,000	+ 8.2%	$ 14,827,000	+67.7%
Dealer Merchandise	$ 81,375,000	+13.5%	$ 71,696,000	+ 4.0%
Travel	$ 14,374,000	+ 2.8%	$ 13,983,000	+57.5%
BUSINESS GIFTS	$ 15,669,000	+ 4.7%	$ 14,966,000	+12.2%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 38,466,000	+ 9.8%	$ 35,033,000	+ 7.1%
Other Premiums	$ 62,264,000	+15.6%	$ 53,862,000	+ 7.3%
PHARMACEUTICALS	**$181,841,000**	**+5.2%**	**$172,919,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 52,714,000	+ 1.0%	$ 52,192,000	+12.9%
Travel	$ 15,493,000	+ 9.8%	$ 14,111,000	+15.4%
Dealer Merchandise	$ 24,258,000	+11.0%	$ 21,854,000	+12.3%
Travel	$ 9,837,000	+ 8.7%	$ 9,050,000	+27.8%
BUSINESS GIFTS	$ 32,988,000	+ 6.7%	$ 30,917,000	+11.2%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 22,414,000	+ 7.4%	$ 20,870,000	+14.5%
Other Premiums	$ 24,137,000	+ 0.9%	$ 23,922,000	+ 8.1%
SPORTING GOODS & TOYS	**$53,084,000**	**+7.7%**	**$49,302,000**	
TRADE INCENTIVES				
Sales–Force Merchandise	$ 8,857,000	+14.8%	$ 7,715,000	+ 1.5%
Travel	$ 6,574,000	+ 9.1%	$ 6,026,000	+ 7.3%
Dealer Merchandise	$ 9,749,000	+ 4.7%	$ 9,311,000	+ 8.0%
Travel	$ 4,553,000	+ 3.8%	$ 4,386,000	+ 3.9%
BUSINESS GIFTS	$ 2,801,000	+ 8.2%	$ 2,588,000	+ 6.0%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 10,067,000	+ 6.3%	$ 9,470,000	+ 5.9%
Other Premiums	$ 10,483,000	+ 6.9%	$ 9,806,000	+ 6.4%

	EXPENDITURES 1987		EXPENDITURES 1986	
TOILETRIES & COSMETICS	**$871,065,000**	**+9.2%**	**$797,573,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 277,852,000	+15.2%	$ 241,191,000	+ 4.5%
Travel	$ 36,949,000	+ 2.1%	$ 36,189,000	+ 5.2%
Dealer Merchandise	$ 89,652,000	+ 0.6%	$ 89,117,000	+ 5.3%
Travel	$ 14,728,000	+11.4%	$ 13,221,000	+10.9%
BUSINESS GIFTS	$ 73,205,000	+ 7.1%	$ 68,352,000	+ 5.0%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 181,263,000	+ 6.4%	$ 170,360,000	+ 5.2%
Other Premiums	$ 197,416,000	+10.2%	$ 179,143,000	+ 5.1%
MISCELLANEOUS MANUFACTURES	**$767,218,000**			
TRADE INCENTIVES				
Sales-Force Merchandise	$ 127,063,000			
Travel	$ 33,190,000			
Dealer Merchandise	$ 118,025,000		(1986 estimates	
Travel	$ 24,728,000		tabulated differently—	
BUSINESS GIFTS	$ 75,182,000		not comparable)	
CONSUMER PREMIUMS				
Mail-In Promotions	$ 138,029,000			
Other Premiums	$ 251,001,000			

SERVICE INDUSTRIES	EXPENDITURES 1987		EXPENDITURES 1986	
BANKS AND SAVINGS & LOAN	**$205,292,000**	**+0.6%**	**$204,168,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 38,356,000	+10.8%	$ 34,617,000	+ 5.3%
Travel	$ 2,380,000	+ 1.3%	$ 2,349,000	- 5.7%
Dealer Merchandise	$ 2,078,000	- 2.0%	$ 2,120,000	-20.5%
Travel	$ 351,000	-12.0%	$ 399,000	- 3.2%
BUSINESS GIFTS	$ 49,696,000	+ 6.6%	$ 46,619,000	+ 3.8%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 18,798,000	- 6.6%	$ 20,122,000	-22.6%
Other Premiums	$ 93,633,000	- 4.4%	$ 97,942,000	- 1.2%
DISTRIBUTORS & WHOLESALERS	**$1,350,928,000**	**+10.7%**	**$1,219,972,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 401,625,000	+ 9.7%	$ 366,112,000	+5.0%
Travel	$ 29,989,000	+11.9%	$ 26,800,000	+6.7%
Dealer Merchandise	$ 149,172,000	+13.4%	$ 131,545,000	+5.3%
Travel	$ 21,647,000	+ 9.2%	$ 19,823,000	+8.7%
BUSINESS GIFTS	$ 232,912,000	+11.4%	$ 209,077,000	+3.0%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 296,794,000	+ 9.2%	$ 271,789,000	+0.7%
Other Premiums	$ 218,789,000	+12.3%	$ 194,826,000	+1.2%

	EXPENDITURES 1987		EXPENDITURES 1986	
INSURANCE	**$622,454,000**	**+6.5%**	**$584,273,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 210,167,000	+ 6.1%	$ 198,084,000	+ 7.5%
Travel	$ 191,735,000	+10.9%	$ 172,931,000	+ 6.1%
Dealer Merchandise	$ 13,380,000	+ 4.2%	$ 12,841,000	+ 9.9%
Travel	$ 65,041,000	+ 8.9%	$ 59,725,000	+ 6.1%
BUSINESS GIFTS	$ 61,087,000	+ 2.4%	$ 59,656,000	+ 5.6%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 72,539,000	+ 0.3%	$ 72,322,000	+11.1%
Other Premiums	$ 8,505,000	- 2.4%	$ 8,714,000	+10.5%
PUBLIC UTILITIES	**$26,001,000**	**+4.2%**	**$24,960,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 6,665,000	+ 8.6%	$ 6,137,000	+12.0%
Travel	$ 3,002,000	- 2.1%	$ 3,066,000	+ 9.6%
Dealer Merchandise	$ 3,123,000	+ 4.3%	$ 2,994,000	+ 9.1%
Travel	$ 357,000	- 1.0%	$ 361,000	+12.1%
BUSINESS GIFTS	$ 2,583,000	+ 0.1%	$ 2,580,000	+16.8%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 5,291,000	+ 5.2%	$ 5,029,000	+ 9.2%
Other Premiums	$ 4,980,000	+ 3.9%	$ 4,793,000	+ 4.6%
PUBLISHERS, PRINTERS & BROADCASTERS	**$274,948,000**	**+8.8%**	**$252,632,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 97,020,000	+13.2%	$ 85,707,000	+ 1.8%
Travel	$ 17,915,000	+ 4.0%	$ 17,226,000	+43.4%
Dealer Merchandise	$ 13,169,000	+10.5%	$ 11,918,000	+14.5%
Travel	$ 5,532,000	+ 1.2%	$ 5,466,000	+13.6%
BUSINESS GIFTS	$ 34,558,000	+ 4.4%	$ 33,102,000	+ 2.9%
CONSUMER PREMIUMS				
Mail-In Promotions	$ 72,962,000	+ 8.7%	$ 67,122,000	+ 8.1%
Other Premiums	$ 33,792,000	+ 5.3%	$ 32,091,000	+ 5.5%
RETAILERS	**$2,512,990,000**	**+4.2%**	**$2,411,000,000**	
TRADE INCENTIVES				
Sales-Force Merchandise	$ 410,894,000			
Travel	$ 269,442,000			
Dealer Merchandise	$ 48,293,000		(1986 estimates	
Travel	$ 38,007,000		tabulated differently—	
BUSINESS GIFTS	$ 193,698,000		not comparable)	
CONSUMER PREMIUMS				
Sweepstakes & Games	$ 185,946,000			
Direct Premiums, Trading Stamps	$ 1,366,710,000			
MISCELLANEOUS SERVICES	**$876,275,000**			
TRADE INCENTIVES				
Sales-Force Merchandise	$ 247,477,000			
Travel	$ 97,061,000			
Dealer Merchandise	$ 120,984,000		(1986 estimates	
Travel	$ 67,869,000		tabulated differently—	
BUSINESS GIFTS	$ 134,453,000		not comparable)	
CONSUMER PREMIUMS				
Mail-In Promotions	$ 150,237,000			
Other Premiums	$ 58,194,000			